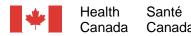
Communication: Report from PMRA

Presentation to the
Pest Management Advisory Council
November 2005
Trish MacQuarrie





Information Culture to Communication Culture

- Talking with PMRA Staff about change
- Developing risk communication framework
 - Objectives, benefits, principles of risk communication
 - Preparing guidance for staff





Communications Approach, Media Coverage

- Capacity Building:
 - Have identified and trained additional media spokespersons
- Communicating More:
 - Upon request, at the municipal level
 - Status of re-evaluation



Plain Language Communications

- Improve comprehension of PMRA's key scientific regulatory documents:
- Goals:
 - Easy to navigate
 - Appropriate reading level
 - Sufficient detail to provide for meaningful consultation
 - Effective use of summary tables
 - Rationale for proposed decision should be clear and simple
 - Highlight risks that required mitigation or concerns





Efficiencies

- Plans to consolidate key communication functions within PMRA:
 - Strategic Communications
 - Media Relations
 - Call Line
 - Publications





Next Steps

- Team established to lead reform of PMRA communication approach
- Examination of PMAC WG recommendations
- Exploring possibilities for augmenting communication resources





Questions

- Does PMAC support the initial changes the PMRA is making?
- Does PMAC support the simplification of the scientific regulatory documents?



